



# News

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***Redesigned, Reimagined: CoreNet Global Unveils New “Leader” Magazine***

*Corporate real estate association magazine introduces first-time web presence*

**ATLANTA – July 13, 2007** –CoreNet Global, the world’s leading professional association of corporate real estate executives, today announces the redesign of their member exclusive magazine, *Corporate Real Estate Leader* and introduction of the *Leader* online.

“We are very excited about the overall direction in which the new *Leader* is headed and about introducing a robust online component,” said Tim Venable, Editor, *Corporate Real Estate Leader*, CoreNet Global. “The new format allows for a fresh new approach to examining the critical issues that face the corporate real estate industry.”

The digital model will feature cutting edge graphic technology allowing users to easily simulate the turning of magazine pages as if the hard copy – including feature advertisements – were physically in front of them. The online version also has a convenient “tear” feature allowing users to easily share articles with others by simply “tearing” the page out of the magazine and forwarding along.

The new design of the *Leader* will provide members with a greater number of shorter stories on subjects culled from reader demand. And, the magazine will be printed on 100% recycled matte paper, in line with the corporate real estate industry’s move towards more sustainable business practices.

In preparation for the publication’s next generation, a reader survey was administered from which *Leader* editorial staff learned that readers wanted more articles on topics ranging from workplace issues to location strategy, and from service delivery to emerging markets.

Additionally, an editorial calendar has been developed outlining the topics to be covered and in which issues they are to appear.

The *Leader* is, and will continue to be, a member exclusive magazine, however, CoreNet Global will introduce the *Leader* online ([www.corenetglobal.org/theleader](http://www.corenetglobal.org/theleader)) for public use and further education in the corporate real estate community. “The digital version is intended not only to educate but also to help drive membership,” added Venable. “It will feature the same content that can be found in the magazine with occasional web exclusives.”

CoreNet Global members manage US \$1.2 trillion in worldwide corporate assets consisting of owned and leased office, industrial and other space. With 7000 members representing large corporations around the world, CoreNet Global ([www.corenetglobal.org](http://www.corenetglobal.org)) operates in five global regions: Asia, Australia, Europe, Latin America and North America, including Canada.

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